

**CALIFORNIA'S FAIRS:**  
STRIKING GOLD  
AT THE  
GRAND NATIONAL RODEO, HORSE AND  
STOCK SHOW

Governor Gray Davis, State of California  
California Department of Food and Agriculture  
Division of Fairs and Expositions

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Economic Consulting Services  
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## ECONOMIC IMPACTS: AT THE ASSAYER'S OFFICE

Overall impact on the county of spending by all participants at fairtime and interim events resulted in \$55,186,180, created 444 jobs and generated \$14,180,311 in personal income for residents of San Francisco County, California.<sup>i</sup>

Economic impacts presented in this report are local in nature and are for San Francisco County only. Economic impacts presented in *Fairs: Exploring a California Gold Mine* are for the state of California. Since the impact areas of the two studies are different, the results are not directly comparable.

Fair organizational impacts are summarized in Table 1, which includes ripple effects but excludes direct spending by attendees.<sup>ii</sup> Direct attendee spending is excluded so that economic impacts produced solely by the fair organization can be examined.

**Table 1**

### Total Economic Impacts – Grand National Rodeo, Horse and Stock Show

Spending by Fair Organization	\$13,596,891
Personal Income Generated	\$7,141,300
Local Taxes Generated	\$65,664
Employment (FTE Jobs) Created	142

### Interim Events

Fairground facilities are extensively used on a year-round basis. Annually, 732,580 visitors come to the fairgrounds for interim events. Table 2 highlights how well-planned and creative interim events can generate community involvement and local revenues.

**Table 2**

### Interim Events at the Cow Palace

Event Category	Estimated Attendance	Fairground Rental Revenue	Estimated Attendee Spending/1
Camping/RV Groups	0	\$0	0
Concerts/Theatre/Entertainment	226,800	\$2,738,856	\$1,147,624
Consumer/Craft Shows	266,338	\$1,524,274	\$11,886,095
Horse Shows	0	\$0	\$0
Live Horse Racing	0	\$0	\$0
Motorized Racing Events	0	\$0	\$0
Parties/Dinners/Weddings	4,040	\$125,267	\$178,069
Satellite Wagering	0	0	\$0
Swap Meets/Flea Markets	4,134	32,626	173,628
Other Animal Shows	27,918	\$183,762	\$118,657
Other	203,350	\$197,873	\$7,554
<b>Totals</b>	<b>732,580</b>	<b>\$4,802,658</b>	<b>\$13,511,627</b>

1/ Interim events generate rental revenue, but not all events produce attendee spending. Private usage of the fairgrounds may represent a rental of the facility only.

## **AGRICULTURE: THE GOLD NUGGET OF THE FAIR**

### **Junior Livestock Program**

The fair's junior livestock auctions grossed \$230,490, with 133 animals purchased in 2002. Approximately 95 percent of auction proceeds go directly to the students. They typically save this money for college, or reinvest in agriculture by purchasing additional animals. Thus, the junior livestock program provides young community members with a valuable business lesson and funding for future goals.

### **Judged Exhibits**

During the 2002 season, the fair judged 1,654 exhibits, resulting in \$26,587 in premiums paid to fair participants. Of this total, the fair judged 528 agricultural exhibits, including 528 FFA and 4-H exhibits. This variety of exhibits demonstrates the fair's success in providing agricultural programming that both entertains and educates the public.

## PROVIDING SERVICES TO A GOLDEN INDUSTRY

### Concessionaire Economic Impacts

The fairgrounds are served by a variety of food and beverage concessionaires during the fair and interim events. Table 3 presents a summary of economic impacts on the county from these food and beverage concessionaires.

**Table 3**

#### Total Economic Impacts – Food and Beverage Concessionaires

Attendee Food and Beverage Direct Spending	\$2,412,805
Spending by Fairtime and Master Concessionaires	\$1,755,271
Personal Income Generated	\$860,075
Local Taxes Generated by Attendee Spending	\$54,288
Local Taxes Generated by Concessionaire Spending	\$16,250
Employment (FTE Jobs) Created	19

### Commercial Exhibitor Economic Impacts

Economic impacts of commercial exhibitors are sizeable. Commercial exhibitors purchase goods for resale, exhibit materials, hire local labor, stay in hotels, and eat in restaurants. Table 5 summarizes the total economic impacts of both fairtime and interim event exhibitors on the county.

**Table 4**

#### Total Economic Impacts – Commercial Exhibitors

Attendee Direct Spending on Commercial Merchandise	\$12,046,410
Spending by Commercial Exhibitors	\$6,076,305
Personal Income Generated	\$2,015,952
Local Taxes Generated by Attendee Spending	\$271,044
Local Taxes Generated by Commercial Exhibitor Spending	\$60,083
Employment (FTE Jobs) Created	58

Combined economic impact of spending by commercial exhibitors plus attendee spending on commercial merchandise at fairs and interim events generated \$18,122,715. It represents 33 percent of total economic impact in the county of \$55,186,180.

### Entertainer Economic Impacts

Entertainers purchase costumes and materials, sound and lighting equipment, hire local labor, stay in hotels, and eat in restaurants. Economic impacts of entertainers on the county are summarized in Table 5. With the exception of attendee spending and taxes, data summarized in this table includes ripple effects.

**Table 5**

#### Total Economic Impacts – Entertainers

Spending by Entertainers	\$148,994
Personal Income Generated	\$120,191
Local Taxes Generated	\$1,856
Employment (FTE Jobs) Created	2

## COMMUNITY GROUPS: MINING FOR GOLD AT THE FAIR

### Nonprofit Fundraising

Numerous groups engage in socially beneficial fundraising activities at the fair and interim events. Table 7 provides estimates of funds raised by nonprofit groups through concessions and other year-round activities.

**Table 6**

### Fundraising Activities at the the Cow Palace, 2002

Type of Activity	Net Amount Raised for Community Benefits
Nonprofit	\$61,187
Junior Livestock Auction	\$230,490
<b>Total</b>	<b>\$291,677</b>

## ATTENDEES: A GOLDEN TREASURE FOR THE FAIR

The fair draws people and the various communities comprising the county together. Table 7 provides a comparison, in terms of county population and annual fairground attendance. This table demonstrates the importance of the fair within the county – with attendance at roughly 113 percent of the county population.

**Table 7**

### Comparison of Attendance to Population

	<b>County Population/1</b>	<b>Annual Fairground Attendance</b>
Grand National Rodeo, Horse and Stock Show	720,100	815,342

1/ California Department of Finance, *California County Profiles*.

### Attendee Demographics and Visit Characteristics

Table 8 compares the household income of fairgoers, based on a random survey of attendees, to that of Californians as a whole. This data demonstrates the economically diverse population served by the fair.

**Table 8**

### Household Income of Fair Attendees

<b>Household Income</b>	<b>Fair Attendee Percentage</b>	<b>California Household Percentage/1</b>
Under \$25,000	13.2%	24.6%
\$25,000 to \$50,000	18.7%	26.4%
\$50,000 to \$75,000	24.2%	18.8%
Over \$75,000	37.4%	30.2%
No Response	6.5%	--

1/ U.S. Census Bureau, *2001 Supplementary Survey Profile, California*.

Table 9 presents additional demographic information on fair attendees. The average visitor attends the fair 2.1 times per year and lives within 100 miles.

**Table 9**

### Attendee Survey, Visit Characteristics

#### Number of Times Attended Fair

1-3 times	85.7%
More than 3 times	14.3%
Average Attendance Frequency	2.1 Visits

#### Round Trip Mileage of Trip to Fair

Under 100 miles	47.8%
Over 100 miles	52.2%
Median mileage	208.7 Miles

## ECONOMIC IMPACTS: AT THE ASSAYER'S OFFICE

### Direct Spending and Employment

KPMG engaged in an extensive data collection effort to acquire information on direct spending and employment of the various economic actors in the fair industry and at the fairgrounds. Details on concepts, data sources, data limitations, and methods and assumptions appear in the statewide impact study titled *Fairs: Exploring a California Gold Mine*.

### *Fair Organization*

The fair organization pays both year-round and temporary employees, and spends on capital improvements, maintenance, exhibits, entertainers and publicity. Table 10 provides annual totals and percentages for the fair organization by type of spending. It should be noted that the table solely reflects direct spending.

Table 11 shows direct employment (headcount) of permanent and temporary workers of the fair organization on an annual basis. The striking feature of the fair employment profile is a heavy reliance on temporary workers. Only 9.9 percent of fair organization direct employment is comprised of permanent employees, which makes sense given that the fair and majority of interim events are less than three weeks in duration.

**Table 10**

### Fair Organization Direct Spending

<b>Category</b>	<b>Annual</b>	<b>Percent of Total</b>
Compensation – Permanent Employees	\$2,513,116	27.2%
Compensation – Temporary Employees	\$1,683,834	18.2%
Non-labor Administration	\$374,722	4.1%
Non-labor Maintenance	\$1,240,428	13.4%
Capital Expenditures	\$203,855	2.2%
Entertainers	\$292,242	3.2%
Exhibits	\$105,665	1.1%
Premiums	\$222,740	2.4%
Publicity	\$313,830	3.4%
Other	\$2,298,940	24.8%
<b>Total</b>	<b>\$9,249,372</b>	<b>100.0%</b>

**Table 11**

### Fair Organization Direct Employment

<b>Category</b>	<b>Annual</b>	<b>Percent of Total</b>
Temporary Employees	219	90.1%
Permanent Employees	24	9.9%
<b>Total</b>	<b>243</b>	<b>100.0%</b>

### ***Attendees***

Fair attendees pay for admissions and parking, and food and beverage concessions. They make purchases from commercial exhibitors, pay for outside meals and hotels, and also spend on exhibit preparation and costumes when participating in judged activities. Table 12 provides estimates of direct attendee spending by category, distinguishing between fairtime and interim events.

**Table 12**

#### **Attendee Direct Spending**

<b>Category</b>	<b>Fairtime</b>	<b>Interim Events</b>	<b>Total</b>
Commercial Exhibitors	\$860,214	\$11,186,196	\$12,046,410
Concessions	\$439,071	\$1,973,734	\$2,412,805
Admissions	\$801,000	\$8,159,836	\$8,960,836
Offsite Dining and Hotel	\$140,063	\$0	\$140,063
Exhibit Preparation and Other Retail	\$0	\$0	\$0
Parking	\$97,038	--	\$97,038
Junior Livestock Auction	\$230,490	--	\$230,490
<b>Total</b>	<b>\$2,644,612</b>	<b>\$21,319,766</b>	<b>\$23,964,378</b>

Considering the difference between fairtime and interim event spending, Table 12 reveals a number of interesting facts. First, total attendee spending at interim events is roughly 806 percent of fairtime spending. Second, attendee spending on commercial exhibitors is 0.1 times as high at fairtime as at interim events. Thus, the fair and its interim events are a powerful economic engine harnessed by the fair organization.

### ***Fair-Related Businesses***

Fair-related businesses pay employee compensation as well as employee food and lodging. They rent fair space; pay taxes; buy insurance, permits, motor fuel and a wide variety of other materials and supplies. The following tables display estimated spending by category for concessionaires, commercial exhibitors and entertainers.

It should be noted that these tables display estimated direct spending by fair-related businesses in the county only. Also, this report treats fair organization and allied businesses as one industry, therefore any commission or fee paid to the fair is excluded from these tables to avoid double counting.

Concessionaire and commercial exhibitor direct spending is detailed in Table 13 and Table 14. Direct spending of entertainers is detailed in Table 15. Permanent and temporary employee hiring by fair-related businesses then follows. As the tables in this section demonstrate, the common thread of expenditure patterns for fair-related businesses is the high percentage of labor costs.

**Table 13****Concessionaire Direct Spending**

<b>Category</b>	<b>Fairtime</b>	<b>Interim Events</b>	<b>Total</b>	<b>Percent of Total</b>
Compensation – Permanent	\$75,961	\$341,464	\$417,425	33.0%
Compensation – Temporary	\$27,076	\$121,715	\$148,791	11.8%
Cost of Goods Sold	\$103,283	\$464,281	\$567,564	44.8%
Offsite Dining and Hotel	\$9,006	\$40,483	\$49,489	3.9%
Taxes and Fees	\$1,692	\$7,604	\$9,296	0.7%
Other	\$13,320	\$59,878	\$73,198	5.8%
<b>Total</b>	<b>\$230,338</b>	<b>\$1,035,425</b>	<b>\$1,265,763</b>	<b>100.0%</b>

**Table 14****Commercial Exhibitor Direct Spending**

<b>Category</b>	<b>Fairtime</b>	<b>Interim Events</b>	<b>Total</b>	<b>Percent of Total</b>
Compensation – Permanent	\$19,000	\$250,858	\$269,858	6.4%
Compensation – Temporary	\$57,539	\$759,680	\$817,219	19.2%
Cost of Goods Sold	\$117,133	\$1,546,488	\$1,663,621	39.2%
Misc. Materials and Supplies	\$5,149	\$67,986	\$73,135	1.7%
Motor Fuel	\$4,401	\$58,101	\$62,502	1.5%
Offsite Dining and Hotel	\$59,703	\$788,243	\$847,946	20.0%
Taxes and Fees	\$743	\$9,807	\$10,550	0.2%
Other	\$35,492	\$468,590	\$504,082	11.8%
<b>Total</b>	<b>\$299,160</b>	<b>\$3,949,753</b>	<b>\$4,248,913</b>	<b>100.0%</b>

**Table 15****Entertainer Direct Spending**

<b>Category</b>	<b>Annual</b>	<b>Percent of Total</b>
Compensation – Permanent	\$61,593	52.9%
Compensation – Temporary	\$30,277	26.0%
Misc. Materials and Supplies	\$1,811	1.6%
Motor Fuel	\$2,987	2.6%
Offsite Dining and Hotel	\$14,536	12.5%
Other	\$5,301	4.4%
<b>Total</b>	<b>\$116,505</b>	<b>100.0%</b>

**Table 16**

**Fair-Related Business Direct Employment**

<b>Category</b>	<b>Annual (FTE Jobs)</b>	<b>Percent of Total</b>
Commercial Exhibitors	36	72.9%
Concessionaire	12.5	23.8%
Entertainers	1.5	2.4%
<b>Total</b>	<b>50</b>	<b>100.0%</b>

**Economic Impacts**

Table 17 presents the overall economic impact of spending by all participants at fairtime and interim events, which equals the total economic impact on the county of \$55,186,180 in 2002. Estimated total economic impacts from fairtime activities are \$17,336,051 and interim events are \$37,850,129. The fairtime spending impact of the fair organization totals \$14,725,419. Fairtime spending impact of commercial exhibitors and food and beverage concessionaires totals \$1,294,113 and \$758,487, respectively.

The interim spending impact of commercial exhibitors totals \$16,828,601, while the interim spending impact of food and beverage concessionaires totals \$3,409,589. Considering the sum of spending impacts from both fairtime and interim events, the total economic impact (including ripple effects) of commercial exhibitors is \$18,122,715 and the total impact of food and beverage concessionaires is \$4,168,076.

Table 18 shows total impact on the income of county residents. Estimated total income generated by attendee, fair organization and fair-related business spending totaled \$14,180,311, with \$8,830,832 in direct income and another \$5,349,479 in ripple effect. The fair organization is an important contributor of income creation, accounting for 50.4 percent of total income impact. Income creation of interim events is also important, accounting for 46.1 percent.

The estimated creation of jobs, including direct and ripple effects appears in Table 19. The fair created 31.9 percent of all jobs, while interim events created 65.4 percent. Fairtime commercial exhibitors and fairtime food and beverage concessionaires created 1.1 percent and 0.7 percent of all jobs, respectively.

Spending, income and jobs created by the fair organization also created tax revenues for local governments. Table 20 details total tax collections by the economic participants. Total direct taxes collected by local governments from the fair were \$343,825. In combination with ripple effect tax impacts of an additional \$175,287, local governments collected an estimated \$519,112 in tax revenues in 2002.

Local sales taxes collections totaled \$503,247, transient occupancy tax collections totaled \$10,796 and possessory interest and other tax collections totaled \$5,069. These tax collections demonstrate the importance of the fair and interim events as a strong and reliable tax base.

**Table 17****Estimated Economic Impacts – Fairtime and Interim Spending/1**

<b>Category</b>	<b>Attendee Direct Spending</b>	<b>Business Direct Spending Impacts/2</b>	<b>Indirect and Induced</b>	<b>Total/3</b>
<b><u>Fairtime Spending</u></b>				
Fair Organization	\$1,128,528	\$9,648,172	\$3,948,719	\$14,725,419
Commercial Exhibitors	\$860,214	\$299,160	\$134,739	\$1,294,113
Food and Beverage	\$439,071	\$230,338	\$89,078	\$758,487
Entertainers	0	\$116,505	\$32,489	\$148,994
Nonprofit	0	\$61,187	\$43,891	\$105,078
Offsite Hotel and Dining	\$140,063	0	\$76,550	\$216,613
Offsite Retail	\$0	0	\$0	\$0
<b>Total Fairtime</b>	<b>\$2,644,612</b>	<b>\$10,362,778</b>	<b>\$4,328,661</b>	<b>\$17,336,051</b>
<b><u>Interim Spending</u></b>				
Commercial Exhibitors	\$11,186,196	\$3,949,753	\$1,692,652	\$16,828,601
Food and Beverage	\$1,973,734	\$1,027,821	\$408,034	\$3,409,589
Event Admissions	\$8,159,836	\$6,247,981	\$3,204,122	\$17,611,939
Offsite Hotel and Dining	\$0	0	\$0	\$0
Offsite Recreation	\$0	0	\$0	\$0
Offsite Retail	\$0	0	\$0	\$0
<b>Total Interim</b>	<b>\$21,319,766</b>	<b>\$11,225,555</b>	<b>\$5,304,808</b>	<b>\$37,850,129</b>
<b>Total Fairtime and Interim</b>	<b>\$23,964,378</b>	<b>\$21,588,333</b>	<b>\$9,633,469</b>	<b>\$55,186,180</b>

1/ This table incorporates direct expenditures as detailed in Table 9 through Table 16, along with estimated additional indirect and induced expenditures from the economic impact model.

2/ Indirect impacts are those second and later rounds of business spending that occur throughout the supply chain. Induced impacts are a result of personal consumption expenditures by employees of the fair organization and suppliers.

3/ Total impacts are the sum of direct, indirect and induced impacts.

**Table 18****Annual Estimated Income Impacts**

<b>Category</b>	<b>Direct Income</b>	<b>Indirect and Induced Impacts</b>	<b>Total</b>	<b>Percent of Total</b>
Fair Organization	\$4,427,440	\$2,713,861	\$7,141,301	50.4%
Commercial Exhibitors/1	\$76,540	\$67,416	\$143,956	1.0%
Food and Beverage/1	\$103,037	\$53,475	\$156,512	1.1%
Entertainers	\$91,871	\$28,320	\$120,191	0.8%
Nonprofit	0	\$54,115	\$54,115	0.4%
Interim	\$4,130,410	\$2,400,546	\$6,530,956	46.1%
Offsite Hotel, Dining, Retail	0	\$30,229	\$30,229	0.2%
<b>Total</b>	<b>\$8,830,832</b>	<b>\$5,349,479</b>	<b>\$14,180,311</b>	<b>100.0%</b>

1/ Refers to fairtime income only. Interim event income is captured separately in the Interim category.

**Table 19****Annual Estimated Employment Impacts (FTE Jobs)**

<b>Category</b>	<b>Direct Employment</b>	<b>Indirect and Induced Impacts</b>	<b>Total</b>	<b>Percent of Total</b>
Fair Organization	79	63	142	31.9%
Commercial Exhibitors/1	3	2	5	1.1%
Food and Beverage/1	2	1	3	0.7%
Entertainers	1	1	2	0.5%
Nonprofit	0	1	1	0.2%
Interim	44	246	290	65.4%
Offsite Hotel, Dining, Retail	0	1	1	0.2%
<b>Total</b>	<b>129</b>	<b>315</b>	<b>444</b>	<b>100.0%</b>

1/ Refers to fairtime employment only. Interim event employment is captured separately in the Interim category.

**Table 20****Annual Estimated Tax Impacts**

<b>Category</b>	<b>Direct Taxes</b>	<b>Indirect and Induced Tax Impacts</b>	<b>Total</b>
Local Sales Tax	\$327,960	\$175,287	\$503,247
Transient Occupancy	\$10,796	0	\$10,796
Possessory and Other	\$5,069	0	\$5,069
<b>Total</b>	<b>\$343,825</b>	<b>\$175,287</b>	<b>\$519,112</b>

## Future Impacts

Impact of the Grand National Rodeo, Horse and Stock Show in future years is ultimately tied to the scale of the fair and interim events. With the primary impacts being generated by attendee and fair organization spending, impacts for future years may be estimated from values based on these indicators. Two reliable measures are total attendance and total operating expenditures.

Based on this analysis, and giving these two factors equal weight, the formulas for estimating impacts of the fair organization in future years are as follows:

- **Spending** – Fair plus interim attendance times \$33.84 plus total fair organization operating expenditures times \$3.82.
- **Income** – Fair plus interim attendance times \$8.70 plus total fair organization operating expenditures times \$0.98.
- **Employment** – Fair plus interim attendance times 0.00027 plus total fair organization operating expenditures times 0.00003.

The following two tables present examples for calculating future impacts. Formulas presented in this section may be used to estimate future economic impacts of the Grand National Rodeo, Horse and Stock Show by substituting estimates of fair and interim attendance and fair organization operating expenditures. Note that total economic impacts presented in Table 17 are replicated by applying the formulas below.

Table 22 shows a hypothetical example if total attendance were 1,400,000 and total operating expenditures were \$10,000,000.

**Table 21**

### Impact Calculation – Illustrative Example 2002

	<b>Fair and Interim Attendance</b>	<b>Operating Expenditures</b>	<b>Total Impact Estimate</b>
2002 Value	815,342 (A)	\$7,222,725 (B)	
Spending Factor	\$33.84 (C)	\$3.82 (D)	
<b>Spending Impact</b>	<b>\$27,593,090 (AxC)</b>	<b>\$27,593,090 (BxD)</b>	<b>\$55,186,180</b>
Income Factor	\$8.70 (E)	\$0.98 (F)	
<b>Income Impact</b>	<b>\$7,090,155 (AxE)</b>	<b>\$7,090,155 (BxF)</b>	<b>\$14,180,311</b>
Employment Factor	0.00027 (G)	0.00003 (H)	
<b>Employment Impact</b>	<b>222 (AxG)</b>	<b>222 (BxH)</b>	<b>444</b>

**Table 22****Impact Calculation – Illustrative Example, Hypothetical Future Year**

	<b>Fair and Interim Attendance</b>	<b>Operating Expenditures</b>	<b>Total Impact Estimate/1</b>
Future Value	1,400,000 (A)	\$10,000,000 (B)	
Spending Factor	\$33.84 (C)	\$3.82 (D)	
<b>Spending Impact</b>	<b>\$47,379,291 (AxC)</b>	<b>\$38,203,157 (BxD)</b>	<b>\$85,582,448</b>
Income Factor	\$8.70 (E)	\$0.9812 (F)	
<b>Income Impact</b>	<b>\$12,174,299 (AxE)</b>	<b>\$9,816,455 (BxF)</b>	<b>\$21,990,754</b>
Employment Factor	0.00027 (G)	0.00003 (H)	
<b>Employment Impact</b>	<b>381 (AxG)</b>	<b>307 (BxH)</b>	<b>688</b>

1/ If impacts are estimated over a future period in which inflation has been a significant factor relative to 2002, the spending factor and income factors applied to attendance (\$33.84 and 8.70, respectively) should be adjusted upward proportionally by the percentage increase in the consumer price index. The employment factor applied to operating expenditures (0.00003) should be adjusted downward proportionally by the same percentage.

## SOCIAL AND CULTURAL IMPACTS: GIVING BACK

Nonprofit fundraising activities at the fairgrounds raised \$291,677 in 2002. Beyond the economic impacts, this section highlights quantitative social benefits of the fair through funds raised for charities and nonprofit organizations.

### Social and Cultural Exhibits

In a random survey of attendees, guests were asked whether or not they saw worthwhile exhibits and if they attended exhibits that informed them about valuable public or community services. Notably, 96 percent of those surveyed agreed that the fair provided worthwhile community benefits.

Attendees were also asked about their viewpoints regarding the social and cultural desirability of fair exhibits. Views on the most worthwhile attractions were fairly evenly distributed across various types of exhibits, as shown in Table 23.

**Table 23**

### Attendee Viewpoints Regarding Exhibits

<b>Attended Worthwhile Exhibits That...</b>	<b>Yes</b>	<b>No</b>	<b>Uncertain</b>
Provided a venue for getting together with family and friends?	91.1%	7.8%	1.1%
Provided other instructional or educational value?	64.8%	31.9%	3.3%
Displayed artwork?	81.1%	17.8%	1.1%
Increased awareness of cultural activities in community?	53.8%	39.6%	6.6%
Provided information about public or community services?	38.5%	59.3%	2.2%
Increased awareness of charitable organizations?	44.4%	55.6%	0.0%

### Nonprofit Fundraising

The fair is a major venue for local community groups and nonprofit organizations to raise money and awareness of their programs. The community groups and nonprofit organizations groups then direct this money back into the local community by funding scholarships, educational programs and club activities.

- In 2002, nonprofit groups at the fairgrounds raised a total of \$61,187 for community programs and services.
- Combine this figure with the \$230,490 raised at junior livestock auctions, and charitable funds exceeded \$291,677.

### Conclusion

The economic and social impacts presented in this report demonstrate that the Grand National Rodeo, Horse and Stock Show is an economic and social gold mine for residents of San Francisco County.

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<sup>i</sup> For a detailed discussion of the methodology employed in this study, refer to Appendix B of *Fairs: Exploring a California Gold Mine*. One specific analytical limitation should be recognized from the start. Only those portions of horse racing, satellite wagering, and businesses that operate on the fairgrounds that could be traced through the fair organization's budget were quantified. Had these special characteristics of the fair industry been within the scope of the study, the overall impact of the fair would have been greater.

<sup>ii</sup> The term "ripple effects," as used throughout this report, refers to direct spending of fair industry participants along with estimated additional indirect and induced spending using the economic impact model. Indirect impacts are those second and later rounds of business spending that occur throughout the supply chain. Induced impacts are a result of personal consumption expenditures by employees of fair organizations and suppliers. Total impacts are the sum of direct, indirect and induced impacts.